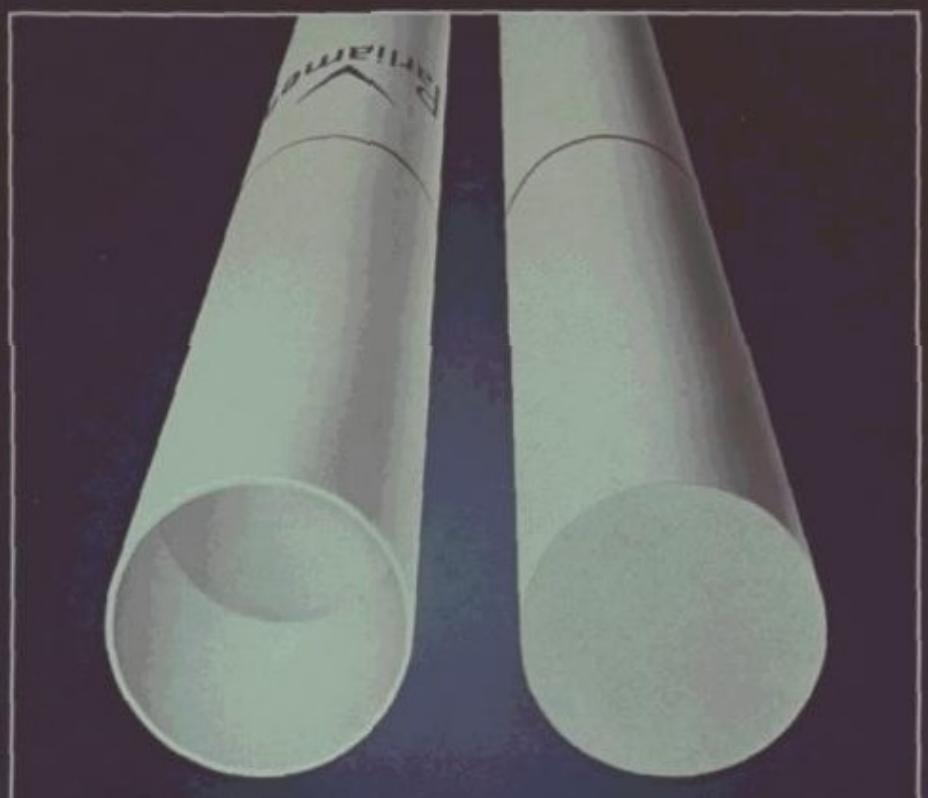
LEO BURNETT U.S.A.
Ad No. 1110—"OPEN & SHUT CASE"—Req. No. 72239—Page—(8⅛ x 11⅛ inches)—4/c—Bleed—National Magazines (Other), 1981 (A)
Printed in U.S.A.



An open and shut case.

Examine the evidence. Our filter is recessed a quarter-inch. It keeps your lips from touching the tar that builds up on the tip. Flush filters can't do this. Therein lies the reason Parliament Lights are so tastefully light.

Case closed. All adjourn for a brief recess.

Only Parliament Lights has the famous recessed filter.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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11 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Mar.'81.

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Source: https://www.industrydocuments.ucsf.edu/docs/lpjn0003

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